



NBC Olympic Studio Milan Cortina 2026

PRODUCT

Planar DirectLight Pro Series

LOCATION

Milan, Italy

INDUSTRY

Broadcast

APPLICATION

On-Camera

NBC Sports Selects Planar for its Production of 2026 Milan Cortina Winter Olympics and Paralympics

NBC Sports has selected Planar to provide LED video walls for its production of the 2026 Milan Cortina Winter Olympics and Paralympics, Feb. 6-22, and March 6-15, respectively.

NBC Sports utilized Planar to deliver leading-edge fine pixel pitch LED video wall technology for its production of the 2026 Winter Olympics and Paralympics. Planar® DirectLight® Pro Series LED video walls in a 1.2 millimeter pixel pitch covered architectural archways and windows within Studio A and Studio B in Milan helping NBC Sports route the excitement in Italy back to viewers watching coverage of the Games in the United States.

“The Winter Olympics are one of the most visually stunning events in the world, and Planar’s LED video walls helped us capture that beauty in full detail,” said Atila Ozkaplan, VP of Production Operations, Olympics. “From our Milan studios, we were able to immerse viewers in the energy of the Games, elevating our storytelling through the vibrant imagery created by our talented graphics artists.”

Planar has worked with NBC Sports since 2016, assisting production efforts at previous Olympics and other major international sports events in North America, South America, Europe and Asia.

“We’re proud to return as an LED video wall provider for the world’s most prestigious sporting event, powering NBC Sports’ broadcast coverage of the 2026 Milan Cortina Winter Olympics with leading-edge LED video walls that delivered stunning visuals,” said Tom Petershack, general manager of media and special projects at Planar. “Our displays are built to elevate the broadcast environment, enabling storytelling that connects with audiences in meaningful ways. We’re honored to once again support NBC Sports with technology that broadcasters trust—helping ensure that viewers at home felt the same energy, excitement and immersion that comes alive inside the studios in Italy.”



About the Planar DirectLight Pro Series

Planar DirectLight Pro Series fine pixel pitch LED video walls deliver beautiful imagery to suit every indoor, fixed installation application. Offering 5x the bandwidth of competitive solutions, the displays reduce total cost of ownership and feature fewer cabinets, cables and internal components like receivers and power supplies. The solution comes with the Planar® WallDirector™ Video Controller which drives the video wall at native resolution, captures multiple 4K inputs and includes a web-based management software for simplified set-up, configuration, operation and monitoring. Planar DirectLight Pro Series is protected by the Planar® EverCare™ Lifetime Limited Warranty, which covers the whole display— everything from the sub-pixels to the video controller, for as long as it is used in a fixed location.

